CIA DEVISED ANALYSIS SHEET

Name of Orator:  
Title of Speech:  
Occasion:  
Place Delivered:  
Date of Delivery:

1. **Brief Biography of the Speaker**
   1. Family influences (class, occupation, values, ideology)
   2. Education and significance of oratory in life and career
2. **The Rhetorical Situation for the Speech**

**Exigency (Pressing need or urgency – context)**

* What was the specific occasion or issue behind this speech?
* What were the prevailing opinions or oppositional arguments on the issue?

**The Audiences (Immediate and Secondary)**

* Were the audiences receptive to persuasion through argument?
* What were the values, needs, biases, goals, fears, motives of the audience?
* How has the speech been received by different audiences?

**The Constraints (Social, Political, Cultural and Ideological)**

* Where was the locus of power and who held control?
* What were the situational or institutional constraints?

1. **Description, Analysis and Evaluation of the Arguments**
   1. What was the speaker’s specific purpose?
   2. What were the main claims advanced (facts, definitions, policies, values)?
   3. What data were used as evidence for the arguments (statistics, testimony, examples)?
   4. What were the counterarguments and how were they refuted?
   5. Does the speech have lasting value?
2. **Organisation**
   1. Is the purpose made clear?
   2. How does the structure of the arguments contribute to persuasion?
   3. How does the order of the arguments fit the situation and audience?
   4. How does the speaker manage purpose, evidence and ideas?
3. **Style**
   1. How is language used to reflect and influence thought?
   2. How do the situation and culture influence choice of language?
   3. Did the language give life to the ideas and arguments (give examples and quotes)?
   4. What impact if any is made by the style of delivery?
4. **Historical and Rhetorical Value**
   1. Why was the speech considered important?
   2. Why does the speech remain important and valuable for the study of persuasion?
   3. What can we learn about effective rhetoric from the examples of this speech?
   4. Does the speech still provide understanding of events, ideas, issues, values and power?